

## How to navigate negative media attention

### Preparation is key - how to prepare properly ahead of time

#### 1. Identify issues when possible

Identify and manage emerging issues ahead of time, so you'll be on the front foot when/if they turn into a full-blown crisis. Aside from news articles and TV segments, it's also helpful to listen to what's being written online in social media comments, on news threads and on news articles about relevant issues.

#### 2. Prepare a holding statement

A holding statement is a pre-prepared statement that you prepare ahead of time and hold on to until you need it. Make sure it's flexible enough to be adapted to the specific conditions of the hypothetical situation if it does occur.

Rather than writing the traditional cold, simplified statement, put yourselves in the shoes of anyone who might be hearing this potentially alarming information for the first time. All messaging should be designed to reassure your staff, customers, and stakeholders and emphasise calm.

#### 3. Prepare some Q&As

Q&As should be developed to answer any questions that you anticipate being asked or misconceptions and assumptions that are likely to need correcting. Think of the hairiest questions we can so we can have well-worded answers ready to go.

#### 4. Know your channels

Make sure you know how to quickly access your business' social media accounts and email mailing list, so that in the event of a crisis, you can communicate quickly with the people who need to know.

### What to do when a journalist calls

#### 1. A journalist calls and asks questions or requests an interview.

#### 2. Without addressing the question or subject matter, simply ask for:

- Their name and where they are calling from.
- Who is doing the interview and for what publication/program?
- The reason for the story, if not known or the incident to which they are referring.
- When is the deadline?
- What are their contact details?

3. Once you have enough information, politely say that you or someone there will get back to them. Be friendly and try to build rapport with the journalist. Remember - you aren't involved in the issue, you are the 'middleman', so you don't need to sound annoyed, fearful, or panicked.

Pass the enquiry on to SCA NSW for assistance.